

## Message Text

UNCLASSIFIED

PAGE 01 BERN 01744 171807Z  
ACTION EUR-12

INFO OCT-01 ISO-00 EB-08 /021 W  
-----048035 180532Z /23  
R 171605Z APR 78  
FM AMEMBASSY BERN  
TO SECSTATE WASHDC 6097  
INFO USDOC WASHDC

UNCLAS BERN 1744

E.O. 11652: N/A  
TAGS: BEXP, SZ  
SUBJ: COUNTRY COMMERCIAL PROGRAM - SECOND QUARTER 1978 -  
PROGRESS REPORT

1. POST COORDINATING AND LINKING ENERGY SYSTEMS TO'S TO  
THIRD AND FOURTH QUARTER PREPARATIONS FOR NUCLEX, BASEL  
OCTOBER. CCP FOR SWITZERLAND AHEAD OF QUARTERLY SCHEDULE  
AS FOLLOWS:

COMPUTERS AND PERIPHERAL EQUIPMENT: 4 EXTRA TO'S;  
TECHNICAL ARTICLES AND EVENT PROMOTIONAL ARTICLES IN  
FIVE JOURNALS; OUTSTANDING POST-ORGANIZED MICROPROCESSOR  
SEMINAR AND EXHIBITION.  
PROCESS CONTROL INSTRUMENTATION: 5 EXTRA TO'S.  
BUSINESS EQUIPMENT AND SYSTEMS: 2 EXTRA TO'S.  
COMPUTER SYSTEMS TRADE MISSION SUPPORTED, AND MEMBER  
INTERVIEWED BY SWISS FINANCIAL WEEKLY ON SUBJECT  
COMPUTER TRENDS IN BUSINESS EQUIPMENT.  
CONSUMER GOODS: 11 EXTRA TO'S; FOREIGN BUYER  
TRIP TO SKI INDUSTRIES ASSOCIATION EXHIBIT IN LAS  
VEGAS. VISIT USA: 7000 AMBASSADORIAL LETTERS SENT  
OUT BY EMBASSY; 10,000 MORE BY AGREEMENT WITH TOURIST  
INDUSTRY. SUPPORTED AND STAFFED USTS BOOTH AS LAUSANNE  
TOURISM SHOW. AMERICAN BUSINESS COMMUNITY: STRENGTHENED  
RELATIONS THROUGH LARGE FULL-DAY MEETING IN BERN MARCH  
8, APPOINTED AMERICAN BUSINESS COMMUNITY LIAISON OFFICER.

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2. CCP ADDITIONS IN THIED QUARTER:  
APRIL 27 - MEETING AMERICAN STOCK BROKERS;  
MAY 17 - MEETING U.S. EXPORTERS, SWISS IMPORTERS;  
MAY 22 - MEETING SWISS INDUSTRIALISTS - AMERICAN STATE REPS;  
JUNE 15 - MEETING WITH AGRICULTURAL EXPORTERS, SWISS IMPORTERS.  
GOOD ATTENDANCE RESULTS ANTICIPATED.

3. CCAG CONCURS.  
WARNER

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NNN

## Message Attributes

**Automatic Decaptioning:** X  
**Capture Date:** 01 jan 1994  
**Channel Indicators:** n/a  
**Current Classification:** UNCLASSIFIED  
**Concepts:** n/a  
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**Draft Date:** 17 apr 1978  
**Decaption Date:** 01 jan 1960  
**Decaption Note:**  
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**Disposition Approved on Date:**  
**Disposition Case Number:** n/a  
**Disposition Comment:**  
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**Disposition Event:**  
**Disposition History:** n/a  
**Disposition Reason:**  
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**Drafter:** n/a  
**Enclosure:** n/a  
**Executive Order:** N/A  
**Errors:** N/A  
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**TAGS:** BEXP, SZ  
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**Review Markings:**  
Sheryl P. Walter  
Declassified/Released  
US Department of State  
EO Systematic Review  
20 Mar 2014  
**Markings:** Sheryl P. Walter Declassified/Released US Department of State EO Systematic Review 20 Mar 2014